

Developing Micro-Skills of Selling Scale for Sales Professionals in The Thai Petrochemical Industry: Mixed Method

Ekharinthr Phongkhajeerathibha¹, Kanu Priya Mohan², Sudarat Tuntivivat³
ekharinthr.phong@g.swu.ac.th¹, kanum@g.swu.ac.th², juntuntivivat@gmail.com³

Srinakharinwirot University, Thailand

ABSTRACT

Sales professionals play an important role to maintain revenue and continued profitability for the petrochemical industry. This research aimed to develop a scale for micro-skills of selling for sales professionals in Thai petrochemical industries. An exploratory sequential mixed methods design was used that included a phenomenological study. Data was gathered through semi-structured in-depth interviews with 10 experienced sales professionals to explore the main factors of micro-skills for selling. The qualitative design results were used to develop a questionnaire to be administered to a proposed 250 petrochemical industries sales professionals in Thailand. Five primary themes were identified through thematic analysis. The quantitative data was collected by micro-skills of selling scale and be analyzed by multivariate statistics, exploratory factor analysis (EFA). The implication of this study would help to enhance knowledge about micro-skills of selling which are accountable factors for the sales professionals' performance in Petrochemical and related to Petrochemical Industries in Thailand.

Keywords: sales skills, micro-skills of selling, exploratory sequential mixed method research